The forming process of creativity in the digital landscape:

A (self)communication framework

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RESEARCH QUESTION

How do the online content audience (re)define creativity?

| Identify creative content | Evaluation and comparison | Influences and reflection |

"CROWD-DEFINED CREATIVITY"

METHOD (I)
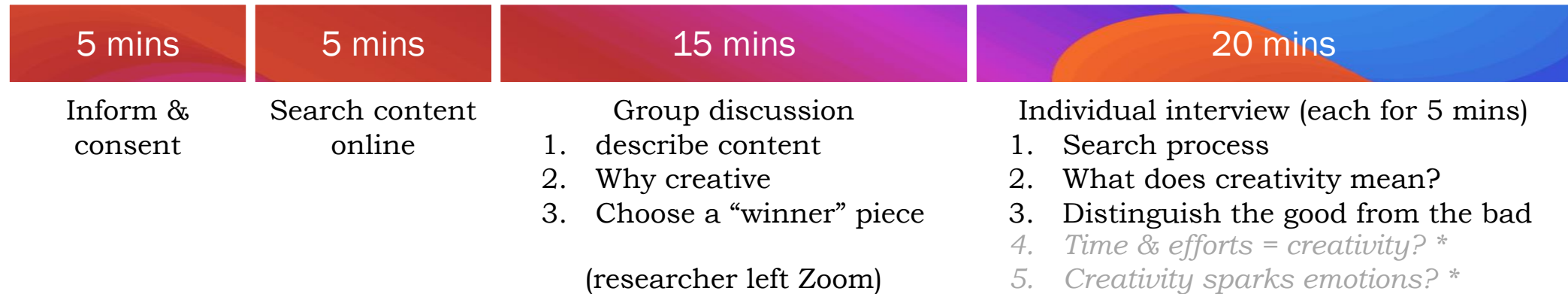
❖ Online focus groups
   ❖ Why focus group?

❖ Sampling and recruitment
   ❖ Student sample from SONA
   ❖ Group size: 2 – 5 participants per group* (N = 44, total 14 groups)
   ❖ Participants were assigned to homogeneous or heterogeneous groups by gender identify

❖ Data collection
   ❖ Visual & audio recording

* The intended group size was 3 – 4 participants per group. Due to no-shows and rescheduling, some groups ended up with slightly more or fewer participants.

METHOD (II)

❖ Study procedure

| 5 mins	5 mins	15 mins	20 mins
Inform & consent	Search content online	Group discussion 1. describe content 2. Why creative 3. Choose a "winner" piece (researcher left Zoom)	Individual interview (each for 5 mins) 1. Search process 2. What does creativity mean? 3. Distinguish the good from the bad 4. *Time & efforts = creativity? *** 5. *Creativity sparks emotions? ***

* The two questions were not included in the original research design but were added after the same themes emerged continually in the interview process.

DATA ANALYSIS

❖ Note-taking
  ❖ Individuals' responses
  ❖ Others' reactions

❖ The constant comparative method (Glaser & Strauss, 1967)

❖ Units → Aspects → Topics (Lofland et al., 2006)
  ❖ Cognitive, emotional, hierarchical aspects and meanings
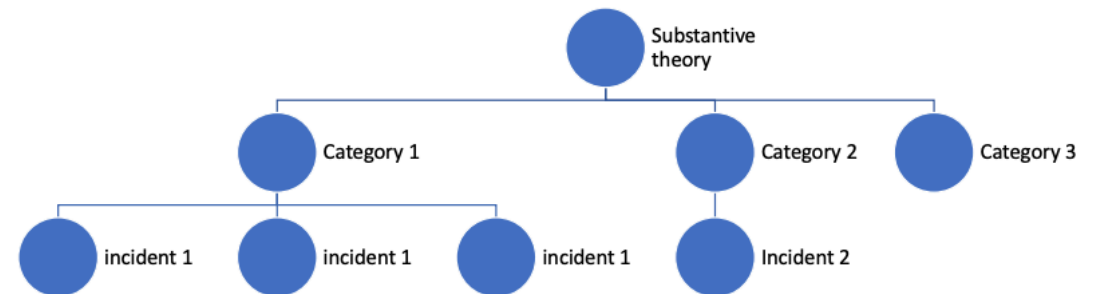
COHERENT THEMES

Sensory Stimuli

"there needs to be something that captures my attention"

"creative content pops"

"If I vision a piece of creative content in my head,
it's in bright yellow or red"

COHERENT THEMES

Heuristic Rules

"there are some medium types that are just fundamentally more creative then the others"

"it's all about the amount of work you put into a piece of content, and you can easily tell that."

"If I can come up with the same thing, I wouldn't consider that as creative."

COHERENT THEMES

"there's a difference between originality and creativity ... a creative work doesn't have to be original, but it needs to have meanings"

"there's always a story behind each creative work"

"(re-)purposing"

Cognitive Elaboration
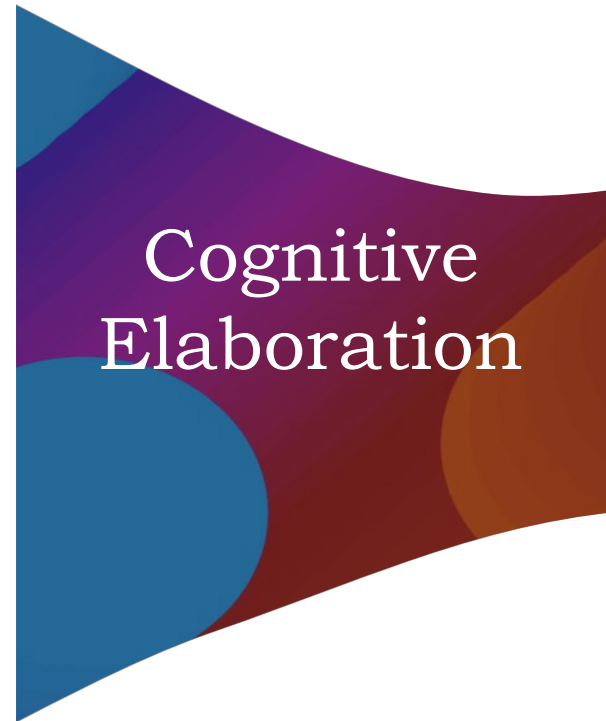
COHERENT THEMES

"excitement"

"inspiration… even if it's not typically considered as an emotion"

"unexpectedness"
"surprise, the good type of surprise"

"envy"

"happiness, regardless of the content per se"

Emotional
Reactance
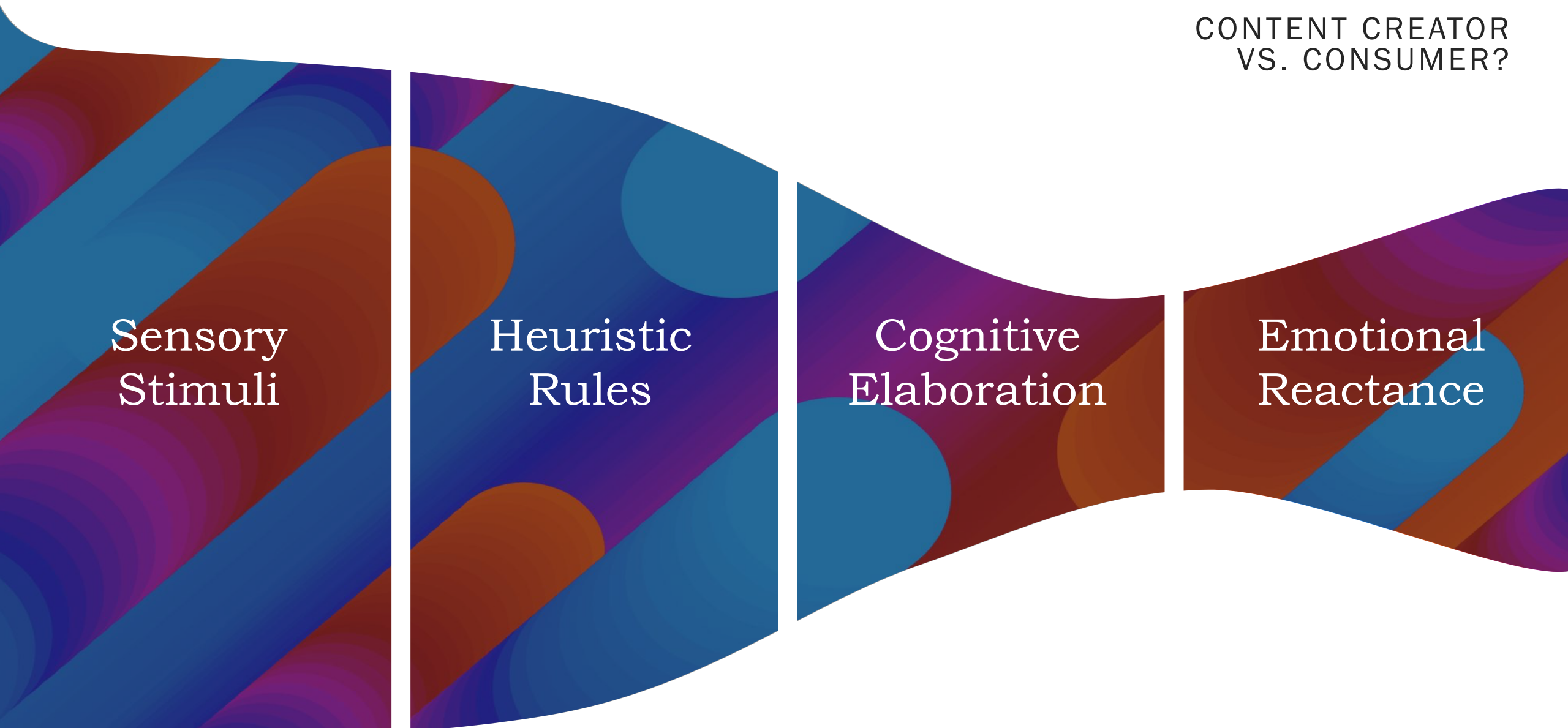
METHODOLOGICAL REFLECTION

❖ Group size is a critical factor.

❖ Group formation does not pay a strong impact ... or, does it?

❖ Validity (+): Group discussion as an indirect approach prompts participants to consider the definition of creativity.

❖ Reliability (+): Group think and opinion leaders are rare.

❖ Transferability (?): A concern for the formation of study sample.

Questions?
Comments?
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AND, THANK YOU!